

WHAT IS CLAIMED IS

1. An online system for generating reports related to consumer product online orders, comprising:

- 5 at least one presentation application operable to capture user online session data including a presentation application identifier, session identifier, user data, user click stream data, and product configurations selected by the user, and generate a session report message incorporating the user online session data;
- 10 a web server in communication with the presentation application and operable to receive the session report message;
- a report processor operable to receive the session report message, and storing the user online session data
- 15 in a report database.

2. The system, as set forth in claim 1, wherein the session report message further comprises product identifiers having the user-selected product
- 20 configuration in-inventory and in-process identified in a user-initiated online search.

3. The system, as set forth in claim 1, wherein the session report message further comprises session
- 25 start date and time, session end date and time, and entry and exit web pages.

4. The system, as set forth in claim 1, wherein the session report message further comprises a user
- 30 identifier.

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13. The system, as set forth in claim 1, wherein the products are automotive vehicles.

14. A method of processing and storing data associated with online orders for consumer products having particular product configurations, comprising: .

capturing an online order containing at least one
5 product identifier and at least one product configuration submitted by an online customer;

capturing click stream data generated during an online session during which the online customer submitted the online order; and

10 storing the online order and click stream data in a report database.

15. The method, as set forth in claim 14, further comprising:

15 generating an order message incorporating the at least one product identifier and the at least one product configuration; and

sending the order message to a report processor for processing.

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16. The method, as set forth in claim 14, further comprising:

generating a session data message incorporating the click stream data; and

25 sending the order message to a report processor for processing.

17. The method, as set forth in claim 14, wherein capturing the click stream data comprises:

30 capturing a session identifier; and

capturing a customer identifier.

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capturing click stream data associated with user input to select a product configuration; and

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capturing an online session starting point; and
capturing an online session ending point.

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20. The method, as set forth in claim 14, wherein capturing the online order comprises:

- capturing an online order number;
- capturing a session identifier during which the
5 online order was placed by the customer;
- capturing a configuration identifier of the product configuration; and
- capturing a product identifier.

10 21. The method, as set forth in claim 14, wherein capturing the online order comprises:

- capturing order information;
- capturing order status; and
- capturing dealer action needed.

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22. The method, as set forth in claim 14, further comprising:

- extracting the session data from the session data message; and

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- cleansing the session data.

23. The method, as set forth in claim 14, further comprising:

- receiving an online contact lead message containing
25 customer data;
- extracting the customer data; and
- storing the customer data in the report database.

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24. The method, as set forth in claim 14, further comprising:

capturing participating dealer information;
generating a dealer message containing the
5 participating dealer information; and
storing the participating dealer information in the
report database.

25. The method, as set forth in claim 24, further
10 comprising generating a dealer report.

26. The method, as set forth in claim 14, further comprising:

capturing customer credit and financing information;
15 generating a customer credit message containing the
customer credit and financing information; and
storing the customer credit and financing
information in the report database.

27. The method, as set forth in claim 14, further
20 comprising generating a report on metrics related to the
online orders.

28. The method, as set forth in claim 14, further
25 comprising generating a report on metrics related to the
click stream data.

31. The method, as set forth in claim 29, further comprising:

generating a session data message incorporating the click stream data; and

5 sending the order message to a report processor for
 processing.

32. The method, as set forth in claim 29, wherein capturing the click stream data comprises:

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10      capturing a session identifier;
      capturing a customer identifier;
      capturing an online entry point for the session; and
      capturing an online end point for the session.

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15 33. The method, as set forth in claim 29, wherein
capturing the click stream data comprises:

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        capturing click stream data associated with user
input to select a product configuration; and
        generating and capturing a configuration identifier
20  for each user-selected product configuration.

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34. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing an online order number;

25 capturing a session identifier during which the
online order was placed by the customer;

capturing a configuration identifier of the product
configuration; and

capturing a product identifier.

35. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing order information;
capturing order status; and
5 capturing dealer action needed.

36. The method, as set forth in claim 29, further comprising:

extracting the session data from the session data
10 message; and
cleansing the session data.

37. The method, as set forth in claim 29, further comprising:

15 receiving an online contact lead message containing customer data;
extracting the customer data; and
storing the customer data in the report database.

20 38. The method, as set forth in claim 29, further comprising:

capturing participating dealer information;
generating a dealer message containing the participating dealer information; and
25 storing the participating dealer information in the report database.

39. The method, as set forth in claim 29, further comprising:

30 capturing customer credit and financing information;
generating a customer credit message containing the customer credit and financing information; and
storing the customer credit and financing information in the report database.

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41. The method, as set forth in claim 29, further comprising generating a metric report related to the click stream data.